

ABSTRACT

The present invention provides a process and a system for matching buyers and sellers of goods and/or services for a project. The invention enables a buyer to specify a project in terms of physical, functional, temporal, financial, and/or transactional parameters which are then automatically converted, by the present invention, into at least one request for goods/services needed to complete the project. The requests are suitably provided to at least one seller, who may be pre-identified by the buyer as a preferred seller. Upon receiving a request, the seller may submit a response to the request, as desired. Additionally, the invention provides a forum for the negotiation of any agreements and the formation of contracts to provide the requested, or alternative goods/services. Further, the present invention provides a system and process for targeting marketing to online buyers based upon profiles established for the buyers, profiles for the sellers, and the current on-line activities of a buyer. The targeted marketing features are preferably provided by utilizing Profile links which provide hyper links to a web page associated with a seller.